

**S/N 09/834,500**

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Michael Cristofalo et al.

Examiner: Daniel Lastra

Serial No.: 09/834,500

Group Art Unit: 3622

Filed: April 12, 2001

Docket No.: 2050.138US1

Title: System and Method for Targeting Object Oriented Audio Video Content to Users

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**AMENDMENT AND RESPONSE SUBMITTED WITH REQUEST FOR CONTINUED  
EXAMINATION UNDER 37 CFR § 1.114**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Applicants submit this paper in response to the Final Office Action mailed July 17, 2007. This response is accompanied by a petition, as well as the appropriate fee, to obtain a two-month extension for responding to the Final Office Action, which is determined from the mailing date of the Notice of Appeal received on December 14, 2007, thereby moving the deadline for response from October 17, 2007 to April 14, 2008. Applicants request reconsideration of the subject application in light of the following:

Amendments to the claims are reflected in the listing of claims, which begins on page 2 of this paper; and

Applicants' remarks, which begin on page 12 of this paper.